

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPTON, INC.

Ad No. 2545-D3 - (IMAGE ADVERTISING) - Reg. No. M12886 - Page, 4/C - (7 x 10 inches)

Printed in U.S.A.

National Size Magazines, 1989
(604)

Our version of image advertising.

Recently, we asked ourselves what a Merit "image" ad would look like. Cowboys and camels being taken, the best image we could think of was straightforward and direct. How else to portray Enriched Flavor™? How else could we show satisfying taste, and up to 27% less tar than other leading lights? How else could our advertising reflect what you already know? *There is no better way to smoke than Merit. No matter how you look at it.*

Enriched Flavor,™ low tar. A solution with Merit.



SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

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Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.



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